



# The AVALON HILL **GENERAL** The Game Players Magazine

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It doesn't take much to sell our magazine, **THE GENERAL**, these days. It sells itself. No real hobby member can afford to be without a subscription.

There just isn't a better buy for your dollar anywhere. **THE GENERAL** has 48 pages of full color gaming material plus inserts, and no paid advertising. Every bi-monthly issue is jammed full of articles on Avalon Hill games written by AH staff members and the hobby's finest gamers.

Our newest attraction is the variant article that presents new situations for an existing game. Any additional rules required to play the new scenarios are also included. The final touch is the variant kit we offer as a separate item (for many of the articles) to be used in conjunction with the article, including professionally done counters and maps. Interested readers can buy the kit at a minimal cost and use it to expand one of their AH games into two or more games. Readers who aren't interested aren't burdened with the extra subscription cost including the kit in the magazine would entail. Among the games featured: **MIDWAY**—maps and counters expanding the game to the battles of the Coral Sea, **KINGMAKER**—event cards that add excitement and unpredictable occurrences, **BISMARCK**—maps to use in a scenario about the search for the **Graf Spee**, **RICHTHOFEN'S WAR**—maneuver cards to add excitement and randomness, **WAR AT SEA**—counters and maps that can be used with a host of articles on the game that add more sea areas and ships, and **PANZER LEADER**—counters to expand the game to all the battles of France, 1940. And, if this isn't enough, we still include free variants in the magazine, like recent **CROSS OF IRON** and **ANZIO** scenarios, including separate playing aid setup sheets.

Our most popular column is the **SERIES REPLAY**. This is an illustrated move-by-move game between two expert players. A third party, often the game's designer, provides a neutral commentary, analyzing the player's strategy while the players analyze the game. An interesting look at the playing styles of different gamers, it is also an excellent way to improve your own play, and maybe pick up a few tricks.

The **Design Analysis** column is written by the designer of a recently published game, and gives you all the dope about the what, how, and why of the game. There are usually insights and tricks that players may have missed in their play of the game. Just as important, any hazy areas in the rules are clarified and errata compiled on the new games shortly after their release.



The feature article of each issue is on a newly released title or a popular older game. It can take the form of an historical tie-in, a variant as described above, an in-depth analysis of how the game's mechanics and rules interact with the pieces and board, or an extensive look at the strategy and tactics necessary for victory.

There is also a contest in each issue, usually on the same game as the feature article, in which readers can win credits for free Avalon Hill merchandise.

A **Readers Buyer's Guide** lets our readers rate each AH game, thus allowing prospective buyers to get some idea of how the game is being received by other gamers.

In addition, there are **Opponent Wanted Ads** for those trying to find playing partners, miscellaneous articles on the hobby and gaming in general, hobby humor, convention announcements, new game announcements, searches for AH playtesters, and articles linking two or more AH games. Finally, each issue contains a postage coupon, good for \$1 off the postage charge of mail orders.

But don't worry, we don't intend to sit on our laurels. **THE GENERAL** has shown steady improvement each and every year since its inception in 1964. While it is now a proven success, we will continue to evolve it into the deluxe periodical of the hobby.

**The Avalon Hill Game Company**, 4517 Harford Road, Baltimore, MD 21214

I'm convinced. Here's my order for **THE GENERAL**.

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